

Our Handbook for Business, the Bible

The right way

Years ago, I worked with a bloke who opened a power tools & accessories shop. But fierce competition meant sales were lower than expected and soon he was in financial strife. One day, a customer brought in a tool to be repaired, a tool he had bought elsewhere.

The owner's plan was to fix the tools he sold, but he decided to help the guy out anyway.

Word soon got around that this was the place to go for tool repairs...and they flooded in. These customers then sought his advice about new tools and that led to more sales. Today the business is thriving.

Compare this owner with another who invented a food additive with amazing wellness properties:

...His team urged him to sell in bulk to food manufacturers

...But he wouldn't listen, insisting on selling a bottled drink to the retail market

...In the end the business died from distribution problems...and a lack of sales.

Interestingly, the tool bloke **wasn't** a Christian; the food bloke **was**, proving that believers are not immune from wrong thoughts & plans that can cause the death of a business.

My counsel for business owners:

The contrast between these two owners highlights three things:

- 1: Don't cling to the status quo because that's the way it's always been done; be alert to the opportunities & threats in a rapidly changing marketplace
- 2: Listen to your customers...it's their money that keeps your doors open
- 3: You don't have all the answers so listen to your team because they're at the coal-face, interacting with customers.

Remember, we're stewards of the Master's business with His Handbook, the Bible to guide our actions. We also have the mind of Christ to be applied in all matters, otherwise we too can suffer the consequences of wrong thinking. With that in mind...

- Are you doing everything the right way?
- Is there a (strategic) decision you need to make right now?
- Are you and your team pursuing a God-given vision and destiny?
- Are you using the business for His glory?

The Bible, our Handbook counsel for today, Proverbs 14:12, NIV ...

"There is a way that appears to be right, but in the end, it leads to death"

Other Scriptures (NKJV):

Proverbs 16:3, "Commit your works to the LORD, and your thoughts will be established"

Proverbs 16:9, "A man's heart plans his way, but the LORD directs his steps"

Psalms 37:5, "Commit your way to the LORD, trust also in Him, and He shall bring it to pass"

Colossians 3:23, "...whatever you do, do it heartily, as to the Lord and not to men"